

# BUSINESS ANALYTIC CONSULTING SERVICES

If your business is like most, you're awash in data. But are you using all that collected information to out-think and out-perform your competition? And are you strengthening your company's analytical capabilities across every corner of your organization, integrating all your data sources?

Competing in today's marketplace means moving beyond mere historical reporting to predictive analytics and active business intelligence (BI). It means being able to absorb enormous amounts of information to better understand an array of issues and challenges, including:

- ~ Customer behavior across a myriad of touch points
- ~ Current and potential customer value
- ~ Supply chain visibility and vendor performance
- ~ New product and service revenue opportunities
- ~ Operational effectiveness across all channels
- ~ Competitive threats in the marketplace
- ~ Effective digital marketing strategies

## WHY TERADATA?

**Unparalleled Expertise** – Our senior industry consulting professionals bring real-world experience. We won't waste your time *learning* the business – we've been there.

**Trusted Advisors** – Thanks to decades of commitment and leadership in data driven insights, clients count on our depth of industry and data insights experience to surface innovative ideas and practical solutions each and every time.

**Time-Tested Solutions** – Recognized by leading analysts, research firms and most importantly our clients, our patent-pending methodologies, frameworks and accelerators enable both flexibility and speed to value.

**Proven Results** – Improving your data driven insights can be a daunting task. We understand how to *connect the dots* from business value to technical enablement – it's what we do, every day.

But how do you begin to build a better, stronger business intelligence and analytics foundation?

You can start with the suite of Business Analytic Consulting Services available from Teradata.

## BENEFIT YOUR ENTERPRISE WITH OUR ANALYTICS EXPERTISE

Teradata brings you and your company time-tested expertise that will help you transform the way you think about business intelligence and analytics. We have decades of experience in helping companies just like yours build strategies and frameworks to evaluate and rank business analytical opportunities based on the highest impact and ROI to the enterprise.

Our Business Analytic Consulting Services include methodologies, tools, and a deep level of industry expertise tailored to your unique needs – regardless of your current technology environment. Most importantly, we understand the problems and critical success factors associated with building a business intelligence foundation that helps you compete. We incorporate the inputs and outputs of your business processes, and focus on roles, timeframes, technology, and data implications. The result? A holistic view that ensures we optimize the process and identify all benefits and issues.

## MAKE THE FIRST STEP THE RIGHT STEP

Transforming your business intelligence and analytics can be a complex and daunting task. That's why the first step in the process is so critical. Teradata's unique strategic and tactical approach to the process blends our industry experience with proven real-world practices. It begins with an enterprise business intelligence (EBI) and analytics assessment that:

- ~ Assesses the current and desired state of your business intelligence and analytics
- ~ Benchmarks your business intelligence and analytic maturity to industry leaders
- ~ Identifies and ranks key cross-functional analytic opportunities
- ~ Models the business impact (value) key analytic opportunities

## BUSINESS ANALYTIC CONSULTING SERVICES

Streamlined and modular accelerators, tailored for client-specific needs

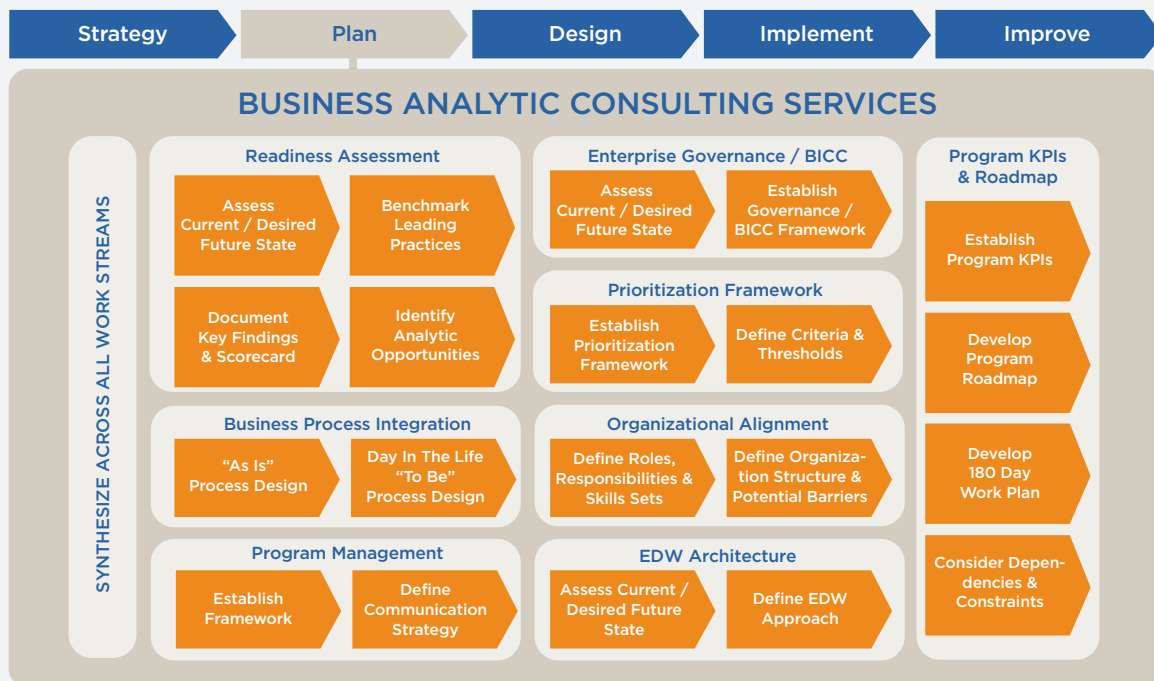


Figure 1. Business Analytic Consulting Services addressing the planning phase of enterprise business intelligence (EBI) transformation.

Our services also include:

- ~ **Program Roadmap and Work Plan** – a roadmap and estimated costs for implementing the next phase of the enterprise business intelligence program.
- ~ **Program Oversight** – which establishes an effective business intelligence and analytics governance framework, defining the KPIs for measuring the program effectiveness and maturity over time and determining the best organizational design to support your business model.
- ~ **Business Process Integration** – which incorporates *day in the life* workshops focused on integration rather than simply re-engineering, surfacing barriers to adoption and quick wins through value targeting.

## REAL-WORLD EXPERIENCE WORLD-CLASS RESULTS

We can bring our experience and expertise to virtually any business – in any industry. Here’s just a sampling of the added value Teradata has delivered to six diverse companies.

### GROCERY

A leading U.S. grocery retailer selected Teradata Business Analytics Consulting Services to benchmark merchandising and supply chain business intelligence and analytics maturity. The assessment included: identification of both *high value* and *low hanging fruit* analytic opportunities, development of business impact models (value quantification), prioritization and an 18-month strategic roadmap for implementing the recommended improvements.

### GENERAL MERCHANDISER

A leading North American general merchandise retailer partnered with Teradata to drive value by building a competitive advantage in the marketplace. Teradata worked closely with this client to help build a common enterprise-wide understanding of business intelligence and analytics, articulate the value of business intelligence and analytics, identify and prioritize key prizes and define the strategy, approach, and roadmap for implementation.

### CAR RENTAL

Although already a leader in the car rental industry, a global corporation turned to Teradata to help develop an enterprise-wide data warehouse that would support

state-of-the-art customer relationship applications and capabilities across channels, brands, and global groups. We provided a business analytics roadmap that married the company's strategic initiatives with the greatest ROI for data consolidation and integration and worked closely with the marketing partners to provide best practices in leveraging and governing the warehouse foundation to create the basis for a best-in-breed customer experience.

#### HOSPITALITY

One of the world's largest hotel companies turned to Teradata to help develop an independent business justification for implementation of a potential enterprise technology solution. Teradata led stakeholders through the business impact modeling (BIM) process, identifying key strategic business improvement opportunities and mutually quantifying the potential impact of each within the context of an enterprise solution that could effectively integrate detailed operational data from numerous disparate sources.

#### TRANSPORTATION

The world's largest global express carrier selected Teradata's Business Analytic Consulting Services to lead an enterprise-wide data governance project. The project includes a governance strategic roadmap to align future data warehouse enhancements with the business improvement opportunities and a financial impact model which prioritizes actionable steps.

#### AIRLINE

A large airline leveraged Teradata for a two-phased governance framework development project to support its integrated data environment used for corporate-wide analytics and business intelligence. Phase I included discovery, recommendations, an implementation roadmap as well as a set of governance tools/templates for use as a starting point. Phase II was an implementation phase that included creating governance oversight committees; writing a governance charter; defining the data integration, business intelligence and analytic project

## INFORMATIONWEEK 2012 BUSINESS INTELLIGENCE, ANALYTICS AND INFORMATION MANAGEMENT SURVEY

**InformationWeek** recently concluded, *"the old practice of following the money, using lagging financial indicators to guide a company's decisions, is giving way to the forward-looking approach of following the data. Organizations are gathering, managing and analyzing not only more information but more types of information, all with the idea of using advanced predictive and statistical analytics to improve internal operations, get closer to customers, sell and market products more effectively across physical and digital commerce channels, and outperform the competition."*

prioritization framework, resource management tools and processes; and creating agendas and presentation documents for initial kick-off meetings, and marketing and communications materials.

## FOR MORE INFORMATION

Teradata Corporation is the world's leading analytic data solutions company focused on integrated data warehousing, big data analytics, and business applications. Teradata's innovative products and services empower organizations to integrate, analyze, and profit from data for competitive advantage.

To find out more about how Teradata Business Analytic Consulting Services can help you transform your business intelligence and analytics for better decision making and a stronger competitive position, contact your local Teradata representative or visit [Teradata.com](http://Teradata.com).



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